

**ANZMAC ANNUAL AGM & AWARDS 2021**  
**Wednesday, 1 December 2021**

**Present:** Rob Aitken (RA), Frank Alpert (FA), Denni Arli (DA), Liliana Bove (LB), Jude Chelliah (JC), Paul Harrigan (PH), JungKeun Kim (JK), Liem Ngo (LN), Lucie Ozanne (LO), Linda Robinson (LR), Billy Sung (BS), Malcolm Wright (MW) **Apologies:** Aron O’Cass (AO), Jodie Conduit (JC), Lucie Ozanne (LO)

**ANZMAC Members/Guests:** Simon Bell, Paul Murphy, Mike Reid, Rebekah Russell-Bennett, Daiane Scaraboto, Angela Cruz, Bernadette van Lunenburg, Yimin Cheng, Erik Mooi, Harmen Oppewal

	<b>1 December 2021</b>	<b>Exec Member/s</b>
<b>1.</b>	<b>Welcome and minutes of previous AGM</b> Minutes passed	RA
<b>3.</b>	<b>President’s Report</b> <ul style="list-style-type: none"> <li>- It has been a difficult and challenging year but has resulted in a first hybrid conference.</li> <li>- Priorities over the past few years: <ul style="list-style-type: none"> <li>o Support for young scholars (DC, ECRs) over the past few years. This will continue to be a priority and part of the ANZMAC Strategy. Going forward, we will concentrate efforts rather than spread efforts thin.</li> <li>o Communication with members has been a priority, both directly with members as well as via the ANZMAC social media channels.</li> <li>o Support for AMJ and increasing status has been a priority.</li> <li>o Connection with industry, including an initiative to be presented by FA later in the AGM.</li> </ul> </li> </ul>	RA
<b>4.</b>	<b>Treasurer’s Report</b> <ul style="list-style-type: none"> <li>- Treasurer’s Report presented by Linda Robertson</li> <li>- Profit for FY21: - \$33,458 (FY20: - \$91,414). Positive development is driven by IM &amp; AMJ income</li> <li>- net assets have increased by 6.25% from FY21: \$568,406</li> <li>- expenses for FY21: - \$89,643 (FY20: - \$59,178): mainly secretariat, journal costs and writing off bad dept (unpaid IM). Includes prepayments for conference.</li> <li>- budget estimate for FY22: approx. \$95k operating expenses</li> </ul> <p>Financial Statements: Passed (moved , seconded )</p> <p>Addressing ANZMAC’s Pillar 5: Improving financial stability</p> <ul style="list-style-type: none"> <li>- healthy financial position will allow us to sustain activities over the next 24 months with limited income</li> <li>- unknown income post FY2021 although institutional membership is promising.</li> <li>- conference carrying costs in 2021 are unknown and conference revenues in 2022 uncertain</li> <li>- increased expenses due to increased AMJ costs and reduced future income</li> <li>- no individual membership income in 2021</li> </ul>	LR

	<ul style="list-style-type: none"> <li>- passive income is declining</li> </ul> <p>Institutional Members 2021:  Auckland University of Technology, Australian Catholic University, Australian National University, Bond University, Charles Sturt University, Curtin University, Deakin University, Edith Cowan University, Griffith University, Macquarie University, Massey University, Monash University, Queensland University of Technology, RMIT University, Southern Cross University, Swinburne University of Technology, The University of Melbourne, The University of Newcastle, University of Auckland, University of Canterbury, University of New England, University of New South Wales, University of Otago, University of Queensland, University of South Australia, University of Southern Queensland, University of Sydney, University of Tasmania, University of Western Australia, Western Sydney University, Victoria University of Wellington</p>	
5.	<p><b>Communications Report</b></p> <ul style="list-style-type: none"> <li>- Communications report presented by Paul Harrigan</li> <li>- Facebook was the most engaging social platform (7% engagement rate) for ANZMAC in 2021 although LinkedIn was also very popular (6%)</li> <li>- currently 1,200+ followers of ANZMAC on Facebook and LinkedIn</li> <li>- strong development on LinkedIn: 634 followers (426 in 2020) and over 100 posts (79 posts on Facebook)</li> <li>- Top post on Facebook in 2021: ANZMAC's meet the award winners Ep. 1</li> <li>- Top post on LinkedIn: PhD scholarship marketing at RMIT University</li> <li>- Top Tweet: ANZMAC 2021: Something Different – register now</li> <li>- #weareanzmac: introducing social media team (Billy Sung, David Hach Soeur, Lara Stocchi, Nasim UI Haque and Maeve Wood)</li> </ul>	PH
6.	<p><b>AMJ Update</b></p> <ul style="list-style-type: none"> <li>- AMJ update presented by AMJ Editor, Liem Ngo</li> <li>- AMJ is the official journal of ANZMAC</li> <li>- Published issues in 2021: 1, 2, 3, and 4, Volume 29</li> <li>- volume page budget (384 pages): within budget</li> <li>- AMJ 2022: 41 articles on OnlineFirst</li> <li>- Issue 1 Volume 30 is paginated</li> <li>- SAGE Premier: AMJ will be included in the 2022 sales package</li> <li>- members of ANZMAC have free access to AMJ via anzmac.org</li> <li>- AMJ performance 2020: CiteScore: 3.9, SJR: 0.647, SNIP: 1.296</li> <li>- CiteScore Tracker 2021: 5.8 = 882 citations to date / 153 documents to date</li> <li>- review speed: 3 weeks to first decision</li> </ul>	LN
7.	<p><b>ANZMAC 2022 Conference</b></p> <ul style="list-style-type: none"> <li>- Conference update presented by Linda Robinson</li> <li>- The University of Western Australia will be hosting ANZMAC 2022 together with Curtin University (hosting the DC)</li> </ul>	LR / RA

	<p><b>Host for 2023</b></p> <ul style="list-style-type: none"> <li>- The University of Otago will be hosting ANZMAC 2023</li> </ul>	MT
8.	<p><b>ANZMAC Executive Committee Election Outcome</b></p> <ul style="list-style-type: none"> <li>- Election outcome presented by Rob Aitken</li> <li>- new member: Maree Thyne</li> <li>- four of EC members were re-elected for second term: Frank, Denni, Paul and Linda</li> <li>- big Thank you to Rob and Lucy for their work on the EC</li> </ul> <p>2022 Executive Committee Members:  Frank Alpert, The University of Queensland  Denni Arli, Griffith University  Toni Eagar, Australian National University  Paul Harrigan, The University of Western Australia  Jungkeun Kim, Auckland University of Technology  Andrew Murphy, Massey University  Aron O’Cass, Macquarie University  Linda Robinson, RMIT University  Phyra Sok, Monash University  Billy Sung, Curtin University  Maree Thyne, The University of Otago</p>	<p>RA</p> <p>RA/ ALL</p>
9.	<p><b>ANZMAC Statement on Academic-Practitioner Gap</b></p> <ul style="list-style-type: none"> <li>- Recent research has highlighted that there is an issue with the academic-practitioner gap, with industry pushing the need for a solution to academics to solve.</li> <li>- ANZMACs first step to addressing this issue was to form a working party to create a statement of intent. Frank presented the Statement and explained the intent and took members through the key points addressed in the statement.</li> <li>- The ANZMAC Statement on Academic-Practitioner Gap is available on the website: <a href="https://anzmac.org/statement-on-academic-practitioner-gap-2021">https://anzmac.org/statement-on-academic-practitioner-gap-2021</a></li> <li>- ANZMAC Executives has worked with the Australian Marketing Institute (AMI) to create the ANZMAC AMJ Industry Relevance award which is sponsored (\$1000) by the AMI. The award is judged by both academics and industry practitioners to award the AMJ article that makes the most significant contribution to the advancement of the practice of marketing. This award started in 2020 with the 2021 winner announced at the Gala Award Dinner.</li> <li>-</li> </ul>	FA
10.	<b>Next AGM – University of Western Australia, December 2022</b>	RA